

NOW
PLAYING

CAPCOM THEATRE

COMING SOON
MEGAMAN

COMING SOON
MEGAMAN

**STREET
FIGHTER**

SUMMER 1994

When you want a hit with the fans, go to the hit factory: **Capcom.**

Just ask Hollywood. Production has begun on transforming one of the all-time megahits of video game history into "Street Fighter II — The Motion Picture." A big-budget action/adventure thriller starring the premiere name in action movies — Jean Claude Van Damme! As the Air Force fighter pilot Guile, Mr. Van Damme brings his awesome fighting skills and considerable charm to what we're sure will be the movie event of the decade!

The world of animation welcomes a new hero with the creation of the new Mega Man cartoon series. Our "Titanium Titan" streaks across the small screen in adventures catered to his amazing and adaptable robotic talents. Mega Man has more titles under his belt than any other character in video games, and now he's seeking the title of the king of kids cartoons!

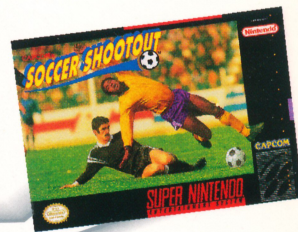
Oh, and we're not stopping with just creating hits — we're also making a name for ourselves! Capcom has maintained incredible brand awareness and customer loyalty by providing the consumers with the best video game entertainment possible. Each release is heralded by players and reviewers alike as a challenging new sensation that become a welcome addition to their home software library.

That's how we've built our business. Great titles featuring a stable of internationally known licensed characters in games the public crave and demand. Take a look at this preview of our coming attractions and we know you'll agree that for blockbuster hits —

YOU GOTTA GO TO CAPCOM!



SENSATIONAL SNES SUPERSTARS



CAPCOM'S SOCCER SHOOTOUT™

The world's most popular sport comes to the Super NES in this exciting sport simulation! In Soccer Shootout, players take to international fields in games so real, they'll feel the grass burns! One or two players choose from a wide selection of teams to compete for the title cup. Practice mode allows you to hone your basic skills to perfection before blowing the competition away!

🎮 Up to 4 players can compete in this 12 Meg hit!

📅 Release coincides with World Cup Soccer frenzy in U.S.!

🏆 Matches include:
Indoor/Outdoor versions,
Penalty Kick matches,
Full Season play, and
All-Star Games!

From arcade conversions like Super Street Fighter II to original titles

including Mega Man X², Capcom gives the Super NES fans what

they crave — action! Each of our Super NES titles feature the latest

achievements in video game design, graphics and sound FX!

Take a look at our top sellers from the past and see how we're

set to take on the future of 16-bit entertainment!





DISNEY'S BONKERS

Hollywood is tough on a Toon. Enter Bonkers D. Bobcat — the newest member of the Hollywood police force. His job is to track down Toons that have gone bad. How? With the funniest, slapstick antics this side of the Keystone Cops! This hilarious game is based on the hit Disney afternoon cartoon series featuring a cast of characters every Toon fan will love!

- 1 player game with 8 Megs of cartoon antics!
- ⌚ 6 wacky cartoon enemies to track down!
- 👨‍👩‍👧‍👦 Non-violent fun for the entire family!



SATURDAY NIGHT SLAM MASTERS™

Right out of the arcade arena comes Saturday Night Slam Masters — the hottest wrestling ticket in town! Play in a Singles Match for a one-on-one tournament or the special 2-player Team Battle Royal mode pitting two teams of two against each other in simultaneous play! Slam your way to the top in this 24 Meg translation of the hot arcade hit!

- 👤 10 off the wall characters — each with their own trade mark attacks and defenses!
- Up to 4 players can compete for the CWA Title!
- ⊕ Two modes of play: Single match mode or Team Battle Royal!



SUPER STREET FIGHTER II™

How do you improve the #1 video game of all time? Capcom made it bigger and added four fresh new faces to the popular line-up of Street Fighting brawlers! All new attack and defense moves for the old characters repertoire breathes life into the game that set the standard for the fighting genre! New speed settings, Tournament Mode play and detailed fluid animation makes this title the must-have game of the year!

- 👤 32 Megs of original action with 4 speed settings!
- 👤 1 or 2-player simultaneous play!
- New moves, new voices, and a choice of 8 color options for personalizing each character!



SENSATIONAL SNES SUPERSTARS

"Blockbuster Hits That

Just Keep Coming!" -

King Reed

MEGA MAN X²



MEGA MAN X²

The best selling robot wonder of all time returns in this sequel to the megahit 16-bit sensation! Dr. Light's greatest creation, Mega Man X, is back for more android action than ever before! All new powers and abilities heighten the "Titanium Titan" to never-before levels of increased power! Join Mega Man on his never ending mission to destroy Sigma and his mavericks before they wipe out the human race!

- Defeat all new enemy bosses to capture and use their weapons!
- 🔍 Discover hidden rooms and recover precious lost energy!
- 🏆 Become Earth's ultimate fighting machine!



THE GREAT CIRCUS MYSTERY

**Starring
Mickey and Minnie**

Mickey and Minnie are looking forward to a day of fun at the circus, but all of the performers have disappeared! Join them on their quest to find the only person mean enough to scare away the performers and bring him to justice. Travel through the dark caverns of the frozen tundra and through the spooky corridors of a haunted house in search of the nasty fiend!

- 🎮 1 or 2-player simultaneous play!
- 🌐 12 Megs of cartoon action and adventure!
- 🎭 Three exciting costumes that give different abilities — Mountain Climbing, Cowboy and Cowgirl, and Ghostbusting outfits!





DEMON'S CREST™



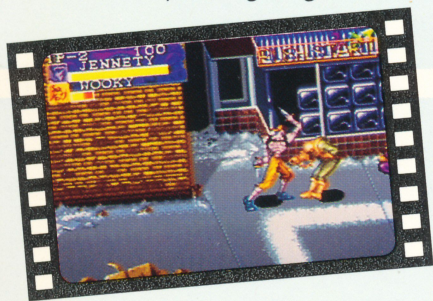
MARVEL COMICS X-MEN™



CAPTAIN COMMANDO™

The planet Earth is threatened by Scumocide and his international gang of bionic thugs! Only Captain Commando and his partners can save the day in this thrilling adaptation of the arcade sensation! One or two, players test their gaming skills in an all-out, fight to the finish! Multiple weapon choices for each character including mega-powered armored walkers add to the thrills!

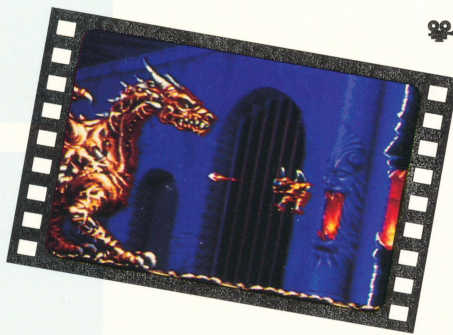
- 1 or 2-players simultaneous gaming action!
- 16 Megs of bone-crunching, body-pounding excitement!
- 3 unique characters with their individual style of fighting!



DEMON'S CREST™

The bizarre and wondrous Ghouel Realm comes to the Super NES in this incredible one player adventure saga! Join the unlikely yet heroic Gargoyle on his quest to unite the missing gems of the Demon's Crest and restore peace to the domain of the monsters. This action-packed game features amazing graphics and haunting music perfect for the gothic setting!

- 1 player game with 16 Megs of intense action!
- Morph into different gargoyle forms — each with new powers and abilities!



MARVEL COMICS X-MEN™

Mutant mania hits the SNES as Capcom unleashes the uncanny X-Men! Based on the most popular comic book series of all-time, the X-Men use their mutant powers to battle Magneto and your favorite Marvel villains. Join Wolverine, Gambit, Cyclops and the rest of the X-Men in this thrilling adventure to save mankind!

- Multiple levels of danger and excitement await the mutant team!
- Each character has their own fighting style and powers!
- Based on the #1 rated animated series!



GRIPPING GENESIS GAMES

Capcom brings their expertise in game design to the Sega Genesis with an instant library of video game hits! Conversions made for the Genesis take advantage of Capcom's hot licenses as well as utilizing the unique aspects of the Sega platform. Together, Capcom and the Sega Genesis offer die-hard gamers all the thrills and excitement they've come to expect from us!

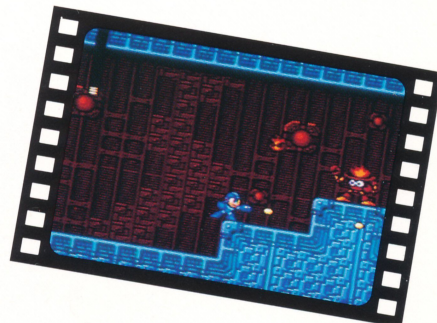
"You Can't Put These Games Down!" - Roger Siscal



MARVEL COMICS THE PUNISHER™

Frank Castle was a family man before organized crime took his family away from him — permanently. Now as the Punisher, he's on a one-man crusade against crime using weapons and tactics the mob just can't handle! The arcade hit comes to the Genesis in a no-holds-barred action-fest that players have been waiting for! Take on some of Marvel Comics' meanest foes on your way to the Kingpin himself!

- 1 or 2-player arcade action featuring the Punisher and Nick Fury.
- 16 Megs of crime-busting adventure!
- Co-starring popular Marvel Comic characters!



MEGA MAN — THE WILY WARS™

Mega Man comes to the Sega Genesis in this much anticipated addition to the hit series! Based on the best selling titles from the NES, The Wily Wars features the robots from Mega Man's first three encounters with the villainous Dr. Wily! Mega Man must save the Earth from the crazed cyborgs as they try to take over vital control centers. Only the "Titanium Titan" can stop Dr. Wily's plans!

- 1-player action on this 12 Meg cart!
- Exciting new weapons for Mega Man's arsenal!
- Mega Man is joined in action with Rush the Robo Dog!

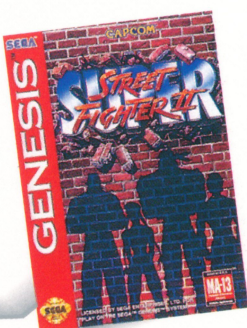
MA-13
Parental Guidance
Suggested
Some Material
May Be Inappropriate
for Children
Under 13



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- 🎮 40 Megs of original action with 5 speed settings!
- 🏆 1 or 2-player simultaneous play includes Point Challenge and Score Challenge modes!
- 👉 New moves, new voices, and a choice of 8 color options for personalizing each character!



THE GREAT CIRCUS MYSTERY

**Starring
Mickey and Minnie**

Mickey and Minnie are looking forward to a day of fun at the circus, but all of the performers have disappeared! Join them on their quest to find the only person mean enough to scare away the performers and bring him to justice. Travel through the dark caverns of the frozen tundra and through the spooky corridors of a haunted house in search of the nasty fiend!

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- 🎮 12 Megs of cartoon action and adventure!
- 🏆 Three exciting costumes that give different abilities — Mountain Climbing, Cowboy and Cowgirl, and Ghostbusting outfits!



© Disney

EXTRAORDINARY GAME BOY EXTRAVAGANZAS

Nothing beats taking the arcade with you
wherever you want to go. Capcom's releases
for the Game Boy have become standards
by which all others are judged. From the
licensed products to original hits, nobody
packs more entertainment punch into
portables than Capcom!

"Straight From The

Legend-Makers!" -

Reece Price



MEGA MAN 5™

In this latest installment to the megahit Game Boy series, Mega Man faces an all-new threat to civilization! Star Droids have invaded Earth and Mega Man's mega buster cannon won't stop them! Dr. Light fits the "Titanium Titan" with a new and improved arm built for grabbing and smashing the alien foes! The newest sidekick, Tango the Robo Cat, helps Mega Man turn the tables on the robotic invaders!

- 🕒 1-player action/
adventure classic!
- 🎮 4 Megs of exciting
game play!
- 🏆 Compatible with the Super
Game Boy accessory!



With Capcom, there are no

surprises at the retail level,

and you're happier for it!

If it was made by Capcom,

it's going to perform —

it's that simple. We've been

delivering superstar perform-

ers for so long, you've come

to expect no less from us.

And we'll keep on perform-

ing at the retail level by

supporting each release

with aggressive marketing

techniques that include:

• *Effective Advertising*

• *Brand Awareness*

• *Incredible Products*

• *Memorable Characters*

• *Success After Success*

MARKETING

Throughout 1994, Capcom will continue to lead the industry through its aggressive marketing campaigns. In the coming months, Capcom will administer the following programs:

Television Advertising:

\$5.0 million

Capcom takes its superstars to such networks as FOX, ESPN, and MTV.

Print Advertising:

\$2.0 million

The video game and other youth market magazines know us well! We'll continue our blitz of print impressions for every new title introduction. Here's a partial list of magazines we advertise in:

• *Electronic Gaming Monthly*

• *Game Pro*

• *Die Hard Game Fan*

• *Disney Adventures*

• *Boy's Life*

• *DC Comics*

• *Wizard*

• *Vibe*

Capcom will also maintain its reputation and awareness through strategic placements in trade publications.

Consumer & Trade Promotions:

\$3.0 million

Getting the consumers to demand products by name is the key to success and we've had a lot of experience in the arena. Through targeted trade and consumer promotions Capcom builds a strong sense of awareness and brand identity for the multitude of titles we are making available in the coming months. Among some of the consumer and trade promotions lined up for 1994:

• *Impactful Point-of-sale materials (Stand-ups, Posters, and Customized Materials)*

• *Continuation of the ever-popular Capcom Craze Club.*

• *Contests and Exciting Merchandise Offers*

Public Relations:

Capcom continues to actively publicize all of its titles in 1994. With an estimated 500 million media impressions, Capcom will have a PR force for not only its vast array of titles, but also maintain an active voice on industry-related issues and topics. Expect to see Capcom in all avenues of press coverage—from the video game publications to the general interest press.



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